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- 9. The request for creative message of claim 1 further defined as a function of whether or not the user computer has previously connected to the direct connect server.
- 10. The request for creative message of claim 1 further defined as a function of the domain name of the content server.
- 10 11. The request for creative message of claim 1 further defined as a function of a meta tag on the content server.
 - 12. The direct connect server of claim 1 further comprising a lookup table for storing category codes for use in generating a request for creative message.
 - 13. In a network system comprising a public network, a creative selection server connected to the public network, a content server, and a user computer that requests content pages over the public network and receives content pages and redirect commands for one or more creatives from the content server: a server system comprising

a direct connect server connected to public network separately from the creative selection server, wherein the direct connect server receives creative selection criteria from the user computer.

generates a request for creative message as a function of the creative selection criteria;

transmits the request for creative message to the creative selection server; and

receives an identification of one or more creatives from the creative selection server and sends the identification of the one or more creatives to the user computer.

- 14. The request for creative message of claim 13 further defined as a function of a stored profile.
- 15. The request for creative message of claim 13 further defined as a function of mapping the IP address of the user computer, but not including data from which the actual IP address can be derived.

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- 16. The request for creative message of claim 13 further defined as a function of the IP address of the user computer.
- 17. The request for creative message of claim 13 further defined as a function of whether or not the user computer has previously connected to the content server.
- 18. The request for creative message of claim 13 further defined as a function of the domain name of the user computer.
 - 19. The request for creative message of claim 13 further defined as a function of a search term entered by the user computer.
- 15 20. The request for creative message of claim 13 further defined as a function of IP address of the content server.
 - 21. The request for creative message of claim 13 further defined as a function of whether or not the user computer has previously connected to the direct connect server.
 - 22. The request for creative message of claim 13 further defined as a function of the domain name of the content server.
- 25 23. The request for creative message of claim 13 further defined as a function of a meta tag on the content server.
 - 24. The direct connect server of claim 13 further comprising a lookup table for storing category codes for use in generating a request for creative message.

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